

Football 86

Annual review of gridiron rights and advertising

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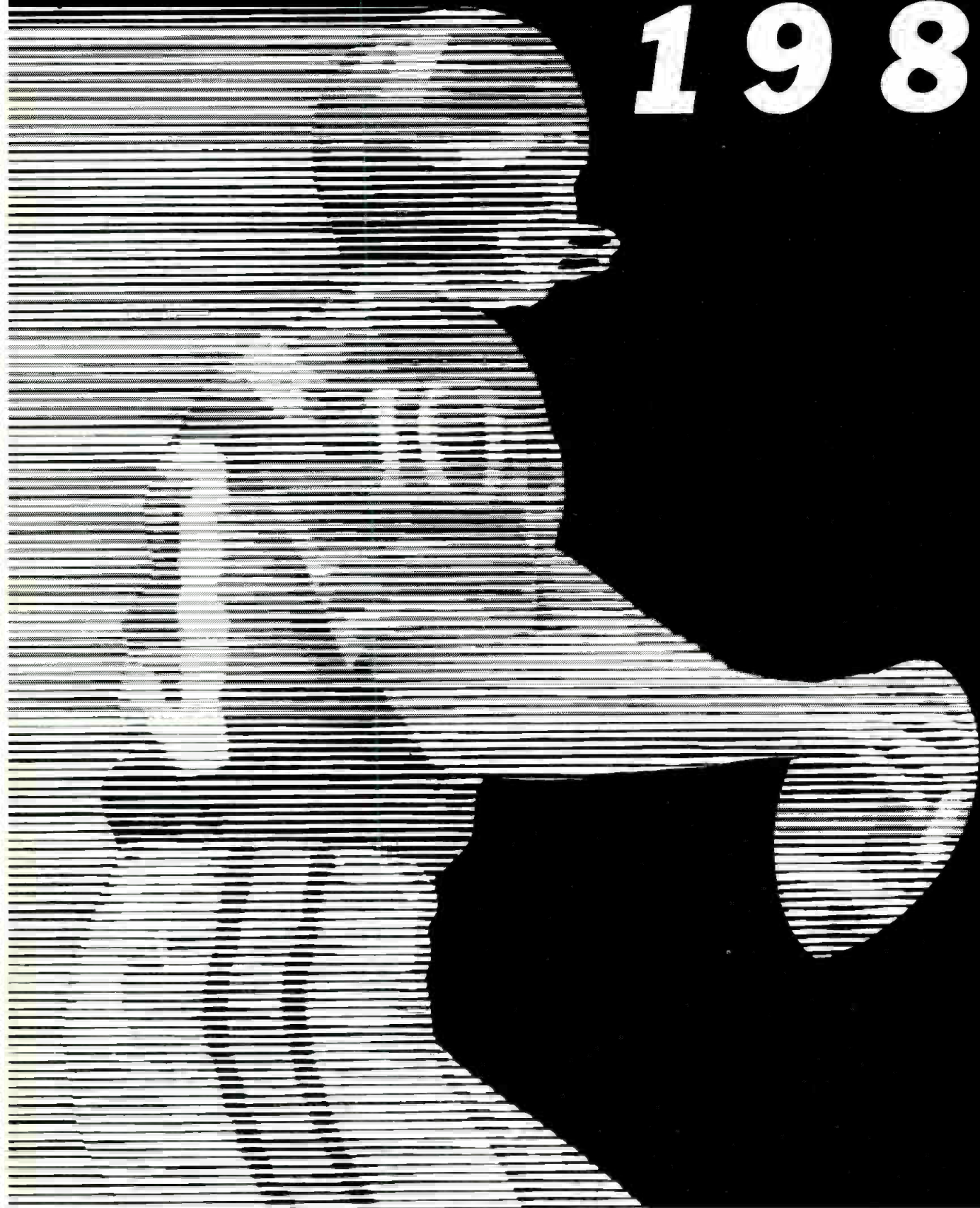
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Special Report

FOOTBALL

1986



Football rights hit \$570 million in 1986

Broadcasters will spend an estimated \$570 million in rights fees for coverage of the 1986-87 professional and college football schedules. That figure represents a 7.5% increase over 1985's total of \$530 million paid by broadcast television, radio and cable networks and radio and TV stations.

In the final year of their five-year contracts with the National Football League, the three broadcast TV networks will pay \$495 million for the coming season, up 10% from \$450 million last year. That breaks down to \$175 million for the ABC schedule, \$165 million for CBS and \$155 million for NBC. Also in the professional rights picture is the United States Football League (also see "Top of the Week"). Should the USFL decide at its Aug. 6 owners meeting to go ahead with a fall schedule, ESPN will pay it \$8 million for the rights to its fall games.

Local broadcast outlets will pay \$27.7 million for radio and television coverage of the NFL this season. That includes \$6.8 million in rights for preseason games on television, a 28% increase over last year's \$5.33 million. That rise is in keeping with the 31% jump in rights from 1984-85 to 1985-86. Local radio rights will rise almost 7% this year, from \$19.6 million to \$20.9 million. Between the 1984-85 season and the 1985-86 season, local radio rights climbed 32%.

ABC's rights fee for College Football Association games will rise \$1 million from last year to \$16.5 million. CBS's rights for its schedule of Big 10, Pac 10 and Atlantic Coast Conference games will hold at last year's \$12 million. ESPN will pay \$12 million for its schedule of CFA games. Turner Broadcasting System will carry one prime time and two afternoon packages of Pac 10, Big 10 and Southeastern Conference games for which it will pay \$5.5 million, as compared to \$7.5 million last year.

TV networks post modest gains in ad rates; cost-cutting is seen at all three; in college games, trend is toward offsetting higher rights fees with corporate sponsors

According to advertising sources, each of the broadcast television networks opened negotiations with the large NFL advertisers asking for unit price increases of 5% to 10% over last year. According to those sources, however, each of the networks wound up being "reasonable," in the words of one agency executive, who said that they realized low single-digit increases, and in some cases, decreases.

CBS said that it was getting 3%-5% increases over its regular season games a year ago, when 30-second spots were priced in the \$165,000 range. "I guarantee at best low single-digit increases" this year, said CBS Sports President Peter Lund.

Offsetting those low price increases for CBS, it hopes, will be its *Super Bowl XXI* sales. Advertisers will be asked to pay \$600,000 for 30-second spots in the Jan. 25 game. CBS is also enjoying a 12% increase in its college football prices due to an 18% ratings increase for its 1985 college games, which averaged a 7.2 Nielsen rating, up from a 6.1 in 1984.

At ABC, J. Larre Barrett, vice president of sports sales, said that the network is 85% sold for its September *Monday Night Football* schedule. Barrett said the *Monday Night Football* rate card for a 30-second spot opens at \$192,500, based on a 19 rating. *MNF* averaged a 19.7 rating last year, boosted by the 29.1 rating for a Chicago Bears vs. Miami Dolphins contest, the highest-rated *MNF* game. Miller and Anheuser-Busch will again split the *MNF* games this year, alternating as the exclusive beer sponsor.

Barrett said that 30-second spots in ABC's College Football Association schedule were starting at \$42,000 this year, down from \$45,000 last year.

NBC refused to discuss sales of its NFL schedule.

The marginal increases in NFL advertising prices appear to be the result of a ratings surge in the 1985-86 season, compared to the year before, one of the worst ratings years in network-NFL history. It was that year's Supreme Court's decision allowing colleges to negotiate individually for television contracts, and the appearance of the USFL on ABC in the spring, that led to complaints of a glut of televised football.

CBS ended last season with a 15.8 rating, up 11% over the 1984-85 season's 14.2; NBC had a 12.7, up 5% from a 12.1, and ABC had a 19.7 for its regular schedule (excluding nonMonday night specials), up 17% from the year before.

Many in the advertising community offer upbeat predictions for this season's NFL performance. Among the reasons cited is the resurgence of teams, including the Chicago Bears and the New York Giants. CBS's Lund was similarly upbeat. "I don't think we'll have a ratings problem this year," he said.

This season's rating will generate careful attention since it is the final year of the networks' current \$2.1-billion, five-year contracts, with negotiations for new pacts set to begin next February. Given advertisers' cautious attitude toward football this season despite last year's ratings upturn, the networks plan to negotiate based on their declining football profits.

"The NFL will know the network revenues," said Lund. "What it will boil down to is the projections of the marketplace over the terms of the next contract." Lund said that CBS does not foresee a return to a double-digit advertising increase any time soon.

To help offset the low revenue increases, all of the networks are instituting moves to reduce costs. Attention is being paid to the games' production costs. Lund said that CBS was aiming to reduce its NFL costs by 5%-10% this year. ABC and NBC also said they will cut back. At all three networks said cuts include eliminating at least one camera and tape machine during certain games. Equipment will be shifted to games with greater audience potential.

Lund said that CBS has made the cuts on the basis of "early signs" of a problem in attracting sufficient advertising revenue for the coming season. Lund said that the cuts are part of an overall move by the CBS/Broadcast Group to keep costs in line given a downturn in advertising revenue this year. "To manage our division properly, we have to manage costs," Lund added.

At CBS Sports, Ted Shaker, executive producer, said that cutbacks are being examined as part of an overall budget review and that any elimination of a camera or tape machine will be based on the game's importance. Shaker said the cutbacks would not produce a noticeable difference to viewers. He said that CBS averages five cameras, three videotape machines and one character generator per game. And John Madden will continue to use the CBS chalkboard to diagram plays on the screen, Shaker said.

Another cost saving will be realized by CBS through a more uniform opening to the games, similar to the graphics-based opening it uses for its NBA coverage. "We achieve some savings and a distinctive look," Shaker said.

He also said that CBS will experiment with one announcing team (Pat Haden and Vern Lundquist) for both college and pro games. CBS will also be able to cover back-to-back college and pro games on two occasions, reducing set-up and transportation costs.

At ABC, Ken Wolf, producer of *Monday Night Football*, said that trimming of the games' production budget will amount to the loss of a camera and a tape machine in half of the games. Last year ABC used nine cameras and five VTR's. Wolf said that a camera angle on instant replays could be lost as a result.

A spokesman for NBC Sports said that it will also use less equipment this season.

■ In college football, a solution may have been found to the problem of rapidly escalating rights costs for the networks. The growth of corporate sponsorships, illustrated by John Hancock Insurance's recent deal with the Sun Bowl (now the John Hancock Sun Bowl), allows bowl committees to lower the rights money asked of the networks. A number of other bowls, including the Gator, Holiday and Freedom Bowls, are now looking for corporate sponsors.

Becoming a corporate sponsor involves purchasing a minimum amount of advertising. In the case of John Hancock, that came to \$2.5 million over three years.

"The key here is the tremendous dilemma we're facing with inflated rights," said Robert Iger, vice president of program acquisitions for ABC Sports. "We're obviously at a point where something has to happen."

Bowl committees are not the only ones looking for sponsors. According to Dick Goldstein, vice president of marketing for CBS

Sports, the sponsorship of a bowl can not only save a game but make it profitable. CBS, he said, is involved in a number of discussions to attract sponsors.

In the case of the NBC's Fiesta Bowl, last year, the event's on-site sponsor, Sunkist, was not mentioned by NBC as such because it had not purchased enough advertising time. NBC Sports President Arthur Watson said that no decision has been made on the matter for this season's game.

CFA, Big 10 considering producing own TV packages, eliminating network, syndication 'middlemen'; effect on gate receipts concerns colleges

Two years after the Supreme Court struck down the television plan of the National Collegiate Athletic Association on antitrust grounds, the college football television market, not yet fully recovered, is still trying to sort itself out. It's likely that neither CBS nor ABC will have plans in place for the 1987 season before the end of the year. Major segments of the college universe, including the College Football Association and the Big 10 Conference, say they are seriously considering doing their own TV packages for the 1987 season and beyond—eliminating the network or syndication "middlemen" in the process. Many schools are also concerned about overexposure and the effect it may have on gate receipts, prompting some to cut the number of syndication games they do. As a result, the number of televised games has dropped from about 190 in 1984 to an estimated 100 in 1986. Some say that as few as two syndication games a year are enough, which does not bode well for the syndication marketplace, whose ranks have thinned considerably over the last two years.

This year's plans are in place, but beyond that, it is pretty much an open field, with the exception of the renewed agreement between the CFA and ESPN covering the four seasons from 1987 to 1990. ESPN has agreed to pay a total of \$58.5 million for that package.

CBS is entering the second year of two-year deals with the Big 10 and Pacific 10 in one package (up to 29 appearances in all) and the Atlantic Coast Conference (up to seven appearances) in a separate agreement. CBS will also televise the Army-Navy game again this season (Dec. 6) as well as one or two University of Miami games. It is paying about \$12 million this year for its regular-season packages. The network will kick off this season on Sept. 13 with Ohio State at Washington. So far, it has three bowl games lined up for this season, including the Sun Bowl (Dec. 25), the Gator Bowl (Dec. 27) and the Cotton Bowl (Jan. 1).

CBS and the schools with which it has TV deals this season have put off talks for next season and beyond, until January. Both sides say that will give all concerned a chance to assess just how well they fared over the two-year life of the pact.

ABC is paying \$16.5 million this season for a package of CFA games that will run from Sept. 6 to Dec. 6. ABC will kick off its season with a doubleheader starting at 3 p.m.—UCLA at Oklahoma, followed by Florida State at Nebraska. ABC and the CFA began negotiations in June about renewing the television pact that expires at the end of the coming season. But talks broke off, sources say, when ABC refused to budge from its hard-line stand of no rights increase for the renewed pact. The CFA was looking for between 10% and 20% more than the \$32 million it was receiving in the current two-year deal. Sources said the CFA felt the increase was justified, because, despite ABC's constant pleas of hard times, the network will make a handsome profit on the current two-year deal.

The same cannot be said of Turner Broadcasting's college football telecasts. TBS lost money last year on its three packages and may lose money this year as well, although company officials talk of "possibly" turning the break-even point this year. Particularly disappointing was TBS's prime time package (including games of the Big 10, Pac 10, ACC and independents) which was carried on superstation WTBS(TV) Atlanta as well as in syndication. The prime time lineup averaged a 2.6 on the superstation, a full point less than the ESPN prime time CFA package, which averaged a 3.6. Rex Lardner, director of sports programming for TBS, said he had hoped TBS's prime time numbers would average a 3.0 or higher. In an effort to boost those numbers this year, he said the package would not be syndicated, giving the superstation exclusive game coverage. Also, he said, the prime time kickoff has been moved up one hour to 7 p.m., so the TBS games will start a half hour before the ESPN games, instead of a half hour behind them. "I think there is room for two prime time

packages," Lardner said last week. He noted that last year, the first year that both TBS and ESPN had prime time packages, viewership expanded by two rating points. By eliminating the syndication coverage of its prime time package, Lardner hopes cable's Saturday night football audience will expand even further this season.

TBS also does two Saturday afternoon regional syndication packages, including a Southeastern Conference package and Big 10 package. The games of those two conferences (11 games each) will be distributed primarily in the Southeast and Midwest, respectively. The Southeastern slate gets under way Sept. 6 with Vanderbilt at Alabama, while the Big 10 schedule starts a week later with Iowa State at Iowa University.

All three of the TBS packages are up for renegotiation at season's end. While Turner's relationship with the Southeastern Conference remains solid, the Big 10, which is prominent in the other two packages, will probably reduce the number of appearances of its schools in syndication and may pull out altogether and produce its own package. "We would prefer to cut back on our total exposure," said Jeff Elliot, director of television and promotion for the Big 10 Conference. Elliot said the Big 10 could have as many as 25 games on television this year, or almost one fourth of all the games played by its schools this year. That's too much he said, noting that the Big 10's gate attendance was off slightly in 1985 and that overexposure may be a factor.

"We think it is feasible to cut back [the number of televised games] and get more dollars," Elliot said. He declined to say what the Big 10 would receive this year in rights payments but others put the total at about \$9 million. Elliot said the conference is considering all its options, including eliminating the syndicated package altogether, which he contends would dramatically increase the value of Big 10 network games. "Perhaps we'll do our own syndication games," he said. "That is certainly being discussed." Elliot said the conference was reasonably pleased with Turner's performance from a production standpoint, but that the station clearances have not been as strong as the Big 10 feels they ought to be. He said last season Turner cleared about 22 stations in the Big 10's seven-state region, about seven fewer than the Big 10 would like to have seen. No clearance numbers were available for this season.

Lardner acknowledges that with all the football games currently being broadcast, "some packages may be eliminated if the ratings aren't there."

Bill Rasmussen, who founded ESPN, is now a TV sports consultant working with the Big 10. He says there are more football games on television than the market can handle and that schools will take more of a hands-on role in controlling production and distribution of their games, probably at the expense of syndicators. He cites two examples of where the Big 10, at least, is headed. First, he notes the Big 10 will do its own 26-game television syndication package for basketball this season. Lorimar Sports did it last year and is now out of business. The year before that, Metrosports did the package and it is also now out of business. Will the conference make a lot more money doing the package on its own? Probably enough to make the effort, in Rasmussen's opinion. "If they can find another half million or million and eliminate a layer of expense," he said, that is a valuable addition to the sports budgets of the schools involved. Rasmussen also noted he is putting together a package of football and basketball games for the University of Illinois this season. With both football and basketball and two coaches' shows, covering both radio and television, said Rasmussen, "I can go to an advertiser and offer them exclusivity in one tidy package from September to March." Whether the Big 10 Conference will take its football package the way of its basketball package remains to be seen, he added, "but it is a very serious consideration."

The CFA also has a consultant to help it sort its television decisions. He is Michael Trager, chairman of Sports Marketing and Television International Inc., Greenwich, Conn. Since the CFA-ABC talks broke off more than a month ago, the CFA has talked to just about everyone with a possible interest in picking up the package. As he sees it, the CFA presently has four options: redo its network deal; forge another cable network alliance (ESPN has renewed its CFA prime time package through 1990); do a deal with a major sports or entertainment syndicator, or produce its own package. "None of these options is better or worse than the others," he says. But he admits a network deal would offer promotional benefits above the others. A major element, he said, is how responsive advertisers are to the options. He expects the CFA to have a second

package in place for 1987 and beyond within two months.

But regardless of what the CFA does, Trager cites statistics which he says show that "less may be more" when it comes to televised games and their value. In 1984, the first year after the end of NCAA football plan, there were 190 televised college games. Last year, there were almost 150 and this year the estimate is there will be somewhere around 100 games on television. Whether the number of games on TV declines even further next year remains to be seen. But the fact is, schools and conferences will probably have more to say about that than networks and syndicators. The major concerns of the schools and conferences are two-fold: maximizing per-game revenue and doing everything they can to insure that fans don't stop going to games. Limiting exposures appears to be the best way to address both concerns.

Other cable and syndication packages this year include:

■ Raycom, Charlotte, N.C., is syndicating 11 games each for the Big Eight and Southwest Conferences.

■ TEN Productions, New York, is syndicating a total of 12 games for Boston College, Pittsburgh and Syracuse.

■ Summit Sports, Colorado Springs, is packaging 11 games total of the three military academies, Army, Navy and Air Force. That

package, as well other select games, are being picked up by Madison Square Garden Network.

■ Jefferson-Pilot Teleproductions, Charlotte, N.C., will do a package of at least 11 ACC games.

■ In addition to 17 CFA games this season, ESPN is scheduled to carry 22 USFL games, including four playoff games, if the league is still in business. The league played for three seasons in the spring and is scheduled to launch fall play in September (see separate story, "Top of the Week").

■ USA Network has arranged to pick up a total of 11 regular season games from the Raycom, Jefferson-Pilot and TEN packages. It is also televising the Independence and Senior Bowls, being produced by Mizlou Productions, New York. □

Radio networks offer college and pro action

On the radio side, NBC will be entering the second year of its two-year, \$11-million contract for NFL broadcast rights. Like last year, NBC will air 37 games—27 regular season contests including 16 on Monday nights and 10 post-season games. The first game is sched-

Local radio's preseason and

Team	Originator	Regional network; games scheduled; rights holder
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AFC East

Buffalo Bills	WBEN(AM) Buffalo, N.Y.	Reg. net of 10; four preseason and 16 regular season games; station holds rights.
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Indianapolis Colts	WIBC(AM) Indianapolis	Reg. net of 16; four preseason and 16 regular season games; station holds rights.
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Miami Dolphins	WIOD(AM) Miami WQBA(AM) Miami (Spanish)	Regional network of approximately 30 stations for WIOD; four preseason and 16 regular season games. WQBA(AM) holds Spanish-language radio rights.
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New England Patriots	WEEI(AM) Boston	Reg. net. of 35; five preseason and 16 regular season games; station holds rights.
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New York Jets	WABC(AM) New York	Station will carry two preseason and 11 regular season games. Due to conflict in early part of season with New York Yankees baseball, which it also carries, station has assigned two preseason and five regular season games to WMCA New York; WABC holds rights.
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AFC Central

Cincinnati Bengals	WKRC(AM) Cincinnati	Reg. net of approx. 40; four preseason and 16 regular season games; station holds rights.
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Team	Originator	Regional network; games scheduled; rights holder
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Cleveland Browns	WWWE(AM) Cleveland	Reg. net of about 25 stations; four preseason and 16 regular season games; games will be simulcast on co-owned WDOI(FM); station holds rights.
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Houston Oilers	KODA(FM) Houston	KODA Oilers Radio Network of 35 stations; five preseason and 16 regular season games; KODA and parent, Westinghouse, hold rights.
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Pittsburgh Steelers	WTAE(AM) Pittsburgh WHTX(FM) Pittsburgh	Simulcast of two regional networks of 40 stations; four preseason and 16 regular season games; station holds rights
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AFC West

Denver Broncos	KOA(AM) Denver	Reg. net of about 60 stations; four preseason and 16 regular season games; station holds rights.
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Kansas City Chiefs	KCMO(AM) Kansas City	Reg. net. of 50-54; four preseason and 16 regular games; station holds rights.
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Los Angeles Raiders	KRLA(AM) Pasadena	Reg. net. of 36 for KRLA; four games preseason, 16 games regular season; Bob Speck Productions, Los Angeles, holds rights.
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San Diego Chargers	KLZZ(AM) San Diego	Four preseason and 16 regular season games; station holds rights.
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uled for Monday night, Sept. 8, with the New York Giants visiting the Dallas Cowboys.

According to Stephen Soule, vice president, sales, NBC Radio Networks, the network's NFL coverage is about 50% sold. Among the major sponsors are: Anheuser-Busch, Alpha Romeo, IBM, Tinctin, Sears, Goodyear Tire & Rubber and Wells Lamont, a work glove manufacturer. Soule added that NBC should close on some "Detroit accounts" shortly.

As of last week, NBC had cleared 255 stations for its NFL broadcasts, including 45 of the top 50 and 95 of the top 100 markets. (Last season, it had a lineup of 274 outlets.) The games, which will air on all of NBC's owned-and-operated AM stations, are being offered to affiliates of the Dallas Cowboys radio network through an agreement with the Texas State Network as well as several other regional team networks. Soule said he expects the clearance mark to approach 300 by the beginning of the season.

NBC's "primary" announcing team will again be Don Criqui and Bob Trumpy. The second team is Mel Proctor and Dave Rowe. Bob Costas will host 10-minute pre-game and half-time shows. And Bob Trumpy will return as host of *NFL Live*, a call-in, post game show that runs approximately one hour—longer during the post-season.

NBC will also air five college bowl games: Gator, Liberty, Fiesta, Rose and Orange.

■ Mutual Broadcasting will present 16 regular-season NFL Sunday doubleheaders beginning Sunday, Sept. 7, with Cleveland at Chicago at 12:45 p.m. NYT and Miami at San Diego at 3:45 p.m. NYT. (Mutual has individual yearly contracts for Sunday broadcasts with most of the NFL franchises.)

Each game will be preceded by a 15-minute show hosted by Bill Rosinski. And, for the first time, a special edition of Mutual's *Wide Weekend of Sports* will air during half-time. The segment will include scores of the other NFL games.

The announcers for the first games of the doubleheaders will be Tony Roberts and Jack Ham, while the second games will feature Joel Meyers and Jack Snow. Major NFL advertisers include: MasterCard, Ford Motor Co., Persona Razors and Goodyear Tire & Rubber.

Mutual's 1986 college schedule includes 11 Notre Dame games and 11 major college games including the "College Kick-Off Classic" featuring Alabama at Ohio State on Aug. 27 and the annual Army-Navy contest on Dec. 6. The network will also offer five bowl games: Aloha, Holiday, Blue Bonnet, All-American and Sugar.

■ CBS Radio, which lost the NFL broadcast rights to NBC in

regular-season NFL coverage

Team	Originator	Regional network: games scheduled; rights holder
Seattle Seahawks	KIRO(AM) Seattle	Reg. net of 65; four preseason games and 16 regular season games; station holds rights

NFC East

Dallas Cowboys	KRLD(AM) Dallas	Texas State Network of 175 stations; Spanish network of 20 stations; four preseason and 16 regular season games; station holds rights
New York Giants	WNEW(AM) New York	Reg. net of 25; four preseason and 16 regular season games; station holds rights with Connecticut Radio Network handling net sales
Philadelphia Eagles	WIP(AM) Philadelphia	Reg. net of 28, with four preseason and 16 regular games; station holds rights
St. Louis Cardinals	KMOX(AM) St. Louis	Reg. net of 50 stations; four preseason and 16 regular season games; station holds rights.
Washington Redskins	WMAL(AM) Washington	Reg. net of 65 stations; four preseason and 16 regular season games; station holds rights.

NFC Central

Chicago Bears	WGN(AM) Chicago	Tribune Radio Net. of more than 35 stations; four preseason and 16 regular season games; station holds rights.
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Team	Originator	Regional network: games scheduled; rights holder
Detroit Lions	WJR(AM) Detroit	Reg. net of 38; four preseason and 16 regular season games; station holds rights.

Green Bay Packers	WTMJ(AM) Milwaukee	Reg. net of 55 stations; four preseason and 16 regular season games; station holds rights.
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Minnesota Vikings	KSTP-FM Minneapolis-St. Paul	Reg. net of 62, four preseason and 16 regular season contests; station holds rights.
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Tampa Bay Buccaneers	WSUN(AM) Tampa-St. Petersburg	Reg. net of 15; four preseason and 16 regular season games; station holds rights.
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NFC West

Atlanta Falcons	WSB(AM) Atlanta	Regional network of about 45 stations, four preseason and 16 regular season games; team holds rights
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Los Angeles Rams	KMPC(AM) Los Angeles	Reg. net of 29 stations, no Spanish-language network; four preseason and 16 regular season games; station holds rights
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New Orleans Saints	WWL(AM) New Orleans	Reg. net of more than 40, four preseason and 16 regular season games; station holds rights
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San Francisco 49ers	KCBS(AM) San Francisco	Reg. net of 20; four preseason and 16 regular season; station holds rights
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1985, will again offer its affiliates some alternate programming to play-by-play. *The NFL Tonight* will return on Sunday nights through the regular season. It is hosted by Jack Buck and Hank Stram, who recap the day's highlights and feature interviews with coaches and players. The show's exclusive sponsor is Safeco Insurance.

The series, however, has been trimmed back from two hours last year to one hour. The move, said Dick Brescia, senior vice president, CBS Radio Networks, is designed to "enhance both station clearances and the flow of the show." *The NFL Tonight* will air from 8 to 9 p.m. NYT.

CBS will also offer *NFL Preview*, a weekly, 15-minute preview of

the upcoming weekend's NFL action that is fed to stations every Friday night. The show features Brent Musburger and Jimmy (the Greek) Snider.

In college football, CBS Radio will air the newly renamed John Hancock Sun Bowl and the Cotton Bowl. It will also offer its stations *College Football Scoreboard*, a 13-week Saturday series anchored by Ed Ingles that summarizes the week's college action.

The following are capsule reports on local radio and TV rights-holders' broadcasting and advertising plans for each of the NFL franchises.

The preseason and regular-season games of the **Atlanta Falcons** will be broadcast by WSB(AM), which holds the rights. The Falcons themselves held the rights last year and experimented selling the broadcasts through a sports marketing company. Chevron, Delta and Honda, are among those sponsoring the games, which are 70% sold, according to Bob Huntley, general sales manager. The WSB regional network consists of 45 stations in Georgia, Tennessee, Alabama and North and South Carolina. WAGA-TV Atlanta has sold about 80% of the spots for that station's four preseason telecasts, according to the station's vice president and general manager, Paul Raymond. Sponsors include Nissan, Coors, Delta and Hardee's. The team's two home games will be shown on a delayed basis if they are not sold out.

WBEN(AM) Buffalo, N.Y., holds the radio rights to four preseason **Buffalo Bills** games and 16 regular season contests and is in the second year of a five-year contract. Larry Levite, WBEN president and general manager, said the games will be broadcast to a 10-station regional network, including a station in Pennsylvania. Major sponsors include Goldome Bank, Empire Savings, M&T Bank, Buick, Tops supermarkets and Genesee beer.

WKBW-TV Buffalo holds the rights to four preseason games, which will also be carried by WOKR-TV Rochester, N.Y. Genesee Brewing Co., Rochester, as it has for the past 18 seasons, is the major sponsor of the local television broadcasts, with Pepsi Cola Bottling and Roberts Furniture both minor sponsors, said Richard Shepard, vice president and general sales manager. Rights for the games also include a half-hour weekly program of game highlights.

WGN(AM) enters the second of a three-year rights deal to carry the **Chicago Bears** full slate of pre- and regular-season games, including a fifth preseason game between the Bears and the Cowboys which originated from London's Wembley Stadium yesterday (Aug. 3). This year, the regional Bears network put together by Tribune Radio Networks will exceed the 35 stations that participated last year. WGN's sales for the Bears broadcasts were about 80% at press time. Sponsors include Heileman Old Style beer, True Value Hardware, Chevrolet, Amoco and Illinois Department of Tourism. WBBM-TV will carry three of the Bears local preseason games (one is being picked up for network broadcast). The station declined to provide the names of sponsors.

WKRC(AM) is in the second year of a three-year

contract to broadcast games of the **Cincinnati Bengals**. Sponsors of the four preseason and 16 regular-season games include Anheuser-Busch, Sears and Oscar Mayer, said WKRC's general manager, John Soller. WLWT(TV) Cincinnati will again televise the preseason games—two live and two tape delayed. Ned Paddock, director of sales, said that returning sponsors include Coors, Toyota, Pepsi and Wendy's. The telecasts are 75% to 80% sold, he said. In Dayton the games will be telecast by WGR(TV), which replaces WKEF(TV).

WWWE(AM) Cleveland, owned by team owner Art Modell, will be covering all **Cleveland Browns** games with a coach's show beforehand and a postgame show. Sports director Bill Coleta reports that sales are going well with about 70% of spots filled. Major sponsors will be Anheuser-Busch, Honda, the Ohio Lottery and Forest City Enterprises (discount stores).

WKYC-TV Cleveland will be covering two away preseason games, with one of the other games blacked out and the other carried by NBC (also blacked out in Cleveland). Station spokeswoman Karen Malone Smith said advertising sales are "progressing slightly ahead of last year, with interest enhanced by the Browns winning the AFC Central division last year." The station carries a regular half-hour show, *Browns '86*, on Wednesday night and will broadcast an hour-long preseason report on Saturday, Aug. 16. Former Brown, Reggie Rucker, will be providing color commentary for the games and play-by-play will be by sports director, Jim Donovan. Miller Beer is the primary sponsor.

KRLD(AM) Dallas will cover the **Dallas Cowboys** again this season, and according to Ed Wodka, vice president and general manager, excitement is building not only because of the team's division winning performance last year but because of its strong showing in the draft. All of the major Cowboys sponsors from a year ago are returning to the station this year. Among new sponsors are Texaco and Farmer's Insurance. The Texas State Network of 175 stations will again carry the games.

In addition to the regular-game coverage, Mondays will feature shows with Cowboy coach, Tom Landry, and Cowboy president, Tex Schram. Tuesdays feature *El Chico Night*, in which Landry, players and coaches respond to questions from a live audience and the listeners from the El Chico restaurant. There is also the weekday *Cowboys Report* at 8:15 a.m. and 5:15 p.m. and *The Charley Waters Show* on Friday nights, featuring the former Cowboy defensive back. Pre-game cov-

erage includes *The Bob Lilly Show*, and post-game material includes a question-and-answer wrap-up with Preston Pearson.

The first Cowboys game, versus the Bears at Wembley stadium in London on Aug. 3, was scheduled to be carried live by KRLD beginning at noon Dallas time.

Frank O'Neil, vice president and general manager of KXAS-TV Fort Worth, said that sales of the one preseason Cowboys game to be covered by the NBC affiliate are strong with sponsors including Coors and GTE. The remaining Cowboys preseason games will be carried on network TV.

KOA(AM) Denver will broadcast coverage of **Denver Broncos** games 90 minutes before the game and two hours after, according to Ken Groshong of KOA. The games will be covered by long-time broadcast team of Bob Martin, KOA sports director, who does play-by-play, and Larry Zimmer with color commentary.

KCNC-TV Denver will cover three preseason games with the fourth, Broncos vs. the L.A. Rams, broadcast by NBC and carried by KCNC-TV. General Manager Roger Ogden said sales were a little slow, reflecting the "tougher economy," but with 60% to 70% sold, he expects a "normal sellout." KCNC-TV will also broadcast a Monday night recap with announcer Dan Reeves and a softer "lifestyle issues" show: *Bronco's Beat*, with Tom Jackson. Ogden declined to mention specifics, but said there would be nine major sponsors. The games will also be carried by KRDO(TV) Colorado Springs.

Renewing its contract with the **Detroit Lions** for another three years is Capcities WJR(AM) Detroit which, like last year, will be the originating outlet for a regional network of 38 stations. Sales are running "slightly ahead" of last year's pace, said Maureen Hathaway, general sales manager of the station. Key advertisers include: Anheuser-Busch, Ford and Amoco.

On the television side, WJBK-TV Detroit will once again air preseason contests. The station's scheduled broadcasts will drop from four games last year—two live and two taped—to two live games in 1986. According to station general sales manager Jim Clayton, the upcoming games are about 60% sold. Major advertisers include: Coors, Baytec Computers, Midas Muffler and Michigan Dental. The two preseason games will also be aired over an ad hoc network of four stations.

Sales for radio broadcasts of the **Green Bay Packers**, are "a little behind schedule," ac-

Local TV preseason NFL coverage

<i>Team</i>	<i>Originator</i>	<i>Regional network; games scheduled; rights holder</i>	<i>Team</i>	<i>Originator</i>	<i>Regional network; games scheduled; rights holder</i>
AFC East			NFC East		
Buffalo Bills	WKBW-TV Buffalo, N.Y.	Four live games; station holds rights	Dallas Cowboys	KXAS-TV Fort Worth	One live game; station holds rights.
Indianapolis Colts	WTHR Indianapolis	Four live games; station holds rights	New York Giants	WPIX New York	One live, three tape delayed games; station holds rights.
Miami Dolphins	WCIX Miami	One live, two tape delayed games; station holds rights.	Philadelphia Eagles	KYW-TV Philadelphia	Four live games; station holds rights.
New York Jets	WNYW-TV New York	One live, one tape delay games; station holds rights.	St. Louis Cardinals	KPLR-TV St. Louis	Two live, one tape delayed games; station holds rights.
New England Patriots	WBZ-TV Boston	Three live games; station holds rights	Washington Redskins	WTTG Washington	Reg. network of two other stations; four live games (two home games will be delayed if they are not sold out); station holds rights.
AFC Central			NFC Central		
Cincinnati Bengals	WLWT Cincinnati	Reg. network of two stations; two live and two tape delayed games; station holds rights.	Chicago Bears	WBBM-TV Chicago	Three preseason games; station holds rights.
Cleveland Browns	WKYC-TV Cleveland	Two live games; station holds rights.	Detroit Lions	WJBK-TV Detroit	Reg. net of four; two live games; station holds rights.
Houston Oilers	KHTV Houston	One live, two taped delayed games; station holds rights.	Green Bay Packers	WBAY-TV Green Bay	Reg. network of four stations; three live games, one taped; station holds rights.
Pittsburgh Steelers	WTAE-TV Pittsburgh	Reg. net of eight stations; three preseason games; station holds rights.	Minnesota Vikings	KSTP-TV Minneapolis-St. Paul	Two live games; station holds rights.
AFC West			Tampa Bay Buccaneers	WTOG Tampa-St. Petersburg	One live, three tape delayed games; live game to be simulcast on WCPX-TV Orlando, Fla.; station holds rights.
Denver Broncos	KCNC-TV Denver	Reg. net of two stations; two live games and third if sold out; station holds rights.	NFC West		
Kansas City Chiefs	KCTV-TV Kansas City	Four games, two live and two tape delayed games; station holds rights.	Atlanta Falcons	WAGA-TV Atlanta	Two live games and two tape delayed if not sold out; station holds rights
Los Angeles Raiders	KNBC Los Angeles	Two games, taped; Bob Speck Productions, Los Angeles, holds rights.	Los Angeles Rams	No TV rights	N/A
San Diego Chargers	KGTV San Diego	Two live games; station holds rights.	New Orleans Saints	WWL-TV New Orleans	Also feeds WAFB-TV Baton Rouge, two live and two tape delayed games; station holds rights.
Seattle Seahawks	KING-TV Seattle	Four live games; station holds rights.	San Francisco 49ers	KPIX San Francisco	Three live games; station holds rights.

cording to Paul LeSage, general manager, WTMJ(AM) Milwaukee. But he is optimistic: "We always do well. . . we'll be sold out by the beginning of the season." Advertisers signed so far include Anheuser-Busch, Century Insurance, True Value Hardware, Amoco and Napa

auto parts.

Pabst beer, Toyota, All State Insurance, Coca-Cola, Marine Banks and Wisconsin Bell are sponsoring preseason TV coverage of the Packers on WBAF-TV Green Bay. WBAF-TV is originating all four games this year, three of them

live, and feeding them to a network of four stations.

□

Last year, KODA(FM) Houston broadcast the **Houston Oilers** games in stereo and will con-

tinue this year. Dave Pearlman, the station's vice president and general manager, said that sales are "great" with spots nearly sold out and nine new advertisers. The easy-listening station feeds the games to a network of 35 stations in the Southwest. Promotions include the Free Fan Fare contest, where listeners can win trips to away games. Major sponsors include Anheuser-Busch, Honda and Gulf Oil.

KPRC-TV Houston general manager, Jeff Lee, said that his station had broadcast the Oilers for about 15 years, but last year was outbid by another station. This year KPRC-TV won back the rights and will air the first three preseason games (the fourth game, against the Cowboys, will be broadcast by CBS). If the home games are not sold out, they will be broadcast on a delayed basis the following Sunday. Sales are running about 70%. Major sponsors include Miller Beer, Nissan, Southwestern Bell, True Value Hardware and Exxon. Games will be covered by sports director, Ron Franklin and Craig Roberts. □

WTHR(TV) Indianapolis is in the final year of a three-year contract for four live preseason **Indianapolis Colts** games. Mike Corken, the station's general manager, says sales activity is "fair to good" and estimates about 80% of the ad inventory is sold. Among the key advertisers are GTE, Kroger stores, Merchant's Bank, Chevrolet and Ford Dealers and McDonald's.

WIBC(AM) will cover 20 Colts games—four and 16 regular season games. The station feeds the games to a 16-station network. Tim Medland, general sales manager, said he was satisfied with sales to date. Major sponsors include Zenith Distributors, True Value Hardware, Delco, Amoco Oil, Kroger Stores, Nationwide Auto Parts, MedScan, Hooks Drug Stores and Farmers Insurance Co. □

A network of more than 50 radio stations will carry the four preseason and 16 regular games of the **Kansas City Chiefs** this fall, with the broadcasts originated by KCMO(AM) Kansas City, Mo. The station and the network are in the second year of a five-year contract. A station spokesman said business has been slow and he attributed the sluggishness to the Chiefs 1985 record of six wins and 10 losses. However, he said he expects the sponsor list to grow to about 20-25 by the time the season starts.

Television sales activity has been proceeding briskly, according to Pat North, general sales manager of KCTV(TV) Kansas City, who estimates that the advertising schedule will be about 95% sold by the start of the preseason games. North cited a handful of the major sponsors signed to date, including Coors, Taco Bell Restaurants, Hardee's, Southwestern Bell and Subaru. □

Bob Speck Productions, Los Angeles, holds the rights for both radio and television coverage of the **Los Angeles Raiders**. This year, the radio network, which will originate out of KLRA(AM), will include 36 stations in 11 states, up from last year's 25 stations. Two preseason Raiders games will be shown on KNBC(TV), both tape-delayed home games.

According to Peter Columbus, Speck vice president, sales this year are "better than in previous years," with radio time sold out and TV nearly gone.

Network lineups

ABC-TV

Hall of Fame Game	Aug. 2
NFL preseason	Aug. 15, 22
CFA	Starts Sept. 6
NFL (Monday night)	Starts Sept. 8
Citrus Bowl	Jan. 1
Sugar Bowl	Jan. 1
Pro Bowl	Feb. 1

CBS-TV

NFC preseason	Aug. 10, 23, 30
NFC regular season	Starts Sept. 7
PAC 10/Big 10/ACC	Starts Sept. 13
John Hancock Sun Bowl	Dec. 25
Gator Bowl	Dec. 27
NFC playoffs	Dec. 28, Jan. 3, 4
Cotton Bowl	Jan. 1
NFC Championship	Jan. 11
Super Bowl XXI	Jan. 25

NBC-TV

AFC preseason	Aug. 3, 16, 29
AFC regular season	Starts Sept. 7
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1
AFC playoffs	Dec. 28, Jan. 3, 4
Hula Bowl	Jan. 10
AFC Championship	Jan. 11

CBS Radio

John Hancock Sun Bowl	Dec. 25
Cotton Bowl	Jan. 1

Mutual Radio

College Kickoff Classic	Aug. 27
Notre Dame and other college games	Starts Sept. 6
NFL package	Starts Sept. 7
Army-Navy game	Dec. 6
Aloha Bowl	Dec. 21
Holiday Bowl	Dec. 30
All-American Bowl	Dec. 31
Blue Bonnet Bowl	Dec. 31
Sugar Bowl	Jan. 1

NBC Radio

NFL package	Starts Sept. 8
Gator Bowl	Dec. 27
Liberty Bowl	Dec. 29
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1

KMPC(AM) is in the second year of a three-year contract, with a one-year extension option, to broadcast games of the **Los Angeles Rams**. Bill Ward, executive vice president of KMPC, said major sponsors of the broadcasts, already 92% sold out as of two weeks ago, are Chevrolet, Anheuser-Busch, Chevron and Farmers Insurance. The number of regional affiliates is up to 29, from 23 last year. KMPC(AM) will produce the Spanish-language broadcast and sell time but the actual broadcast will come from XEPRS Rosarito (Tijuana), Mexico, from which KMPC purchases the time. The Rams have decided not to sell any telecasts rights this season. Pete Donovan, the team's director of public relations, said the Rams contract with Anaheim stadium calls for at least three of the four preseason games to be played at home, where the dates scheduled

are on a Monday, Tuesday and Saturday: "We thought we should not go through the production hassle when we could only show them on a tape-delayed basis." The fourth game, in Denver, has been picked up by one of the networks, precluding a local telecast. □

Sales for **Miami Dolphins** football are "great, way ahead of last year," said Bob Rich, general manager of originating station WIOD(AM) Miami, which will cover the four preseason and 16 regular season games. WIOD begins coverage two hours before game time, with interviews of coaches and players and follows games with an extended locker-room report. It also broadcasts shows with Coach Don Shula twice weekly and a lighter feature show on Wednesday with tight end Joe Rose. Promotions include bumper stickers and the "horrible hanky," a white handkerchief that fans wave at games. Last year WIOD gave away over a half-million to listeners. Major sponsors include Anheuser-Busch, Eastern Airlines and Ryder trucks. WQMA(AM) will broadcast the games in Spanish, said program director, Julio Mendez. Its major sponsors include Eastern, Nissan and Kodak.

Walt Gray, sports director at Taft-owned WCIX(TV), said the station will be covering three preseason games. The other game, against the Cleveland Browns, will be picked up by NBC. □

Hubbard Broadcasting's KSTP-FM Minneapolis-St. Paul is entering the second year of a three-year agreement with the **Minnesota Vikings** for exclusive radio broadcast rights. Major sponsors include: Anheuser-Busch, Midwest Federal and Honda. KSTP-FM is also the originating outlet for a regional network of 62 stations reaching Minnesota, North Dakota, South Dakota, Iowa and western Wisconsin.

KSTP-TV Minneapolis-St. Paul renewed its deal, which is on a year-to-year basis, to air preseason games for the Vikings. The station plans to broadcast two live contests—one more than last summer. □

WBZ-TV Boston, in the second year of a three-year contract, has garnered a mix of national and local advertisers for its **New England Patriots** coverage, according to Scott Brady, local sales manager. The station has arranged for coverage for three preseason games and will air a fourth on Aug. 10 if it sells out. Brady said that among major sponsors are Coors Beer, Toyota and Dodge Dealers.

WEEI(AM) Boston is in the final year of a five-year pact with the Patriots. The station has assembled a network of 35 stations this season. Jon Hirshberg, the station's general sales manager, said that sales are going "very well," with both national and local clients. Advertisers include Anheuser-Busch, Honda Motors, True Value Hardware, State Line Potato Chips, New England Telephone, Kay Jewelers and Honeywell Inc. □

New Orleans Saints rights are held by WWL-TV and WWL(AM). WWL-TV will carry four preseason games, two away games live and two at home with a one-day tape delay. J. Michael Early, general manager of WWL-AM-TV, said local television sponsors include Miller Brewing, Pop-eye's fried chicken, Benson Motors, Avon-

dale Shipyard, Taco Bell, Toyota and Weiner Corp. (Shoe Town).

WWL(AM)'s schedule covers four preseason and 16 regular season games, which will be fed to at least 40 stations (with more expected, according to Don de la Houssaye, the station's general sales manager), in Louisiana, Mississippi, Alabama and one station in Florida. Major local sponsors include Jefferson Savings & Loan, Aucion-Hart jewelers, Popeye's fried chicken, Cavaretta's Furniture and Louisiana Cattle Co. restaurant, de la Houssaye said.

□

Metropolitan Broadcasting's WNEW(AM) New York will air **New York Giants** football for the 26th consecutive year, which is believed to be the second longest local radio contract with a professional football franchise. (KMox's contract with the St. Louis Cardinals is believed to be the longest.) Among the major advertisers this season: Anheuser-Busch, Honda, People Express, Manufacturers Hanover Trust and Bell Atlantic.

WNEW will also be the originating station for a regional network of some 25 stations in the Northeast (New York, Connecticut and eastern Pennsylvania), said Scott Savage, general sales manager of the station. Handling sales for the network will be the Connecticut Radio Network.

WPix-TV New York will again air four preseason contests—one live and three on a tape-delay basis. Major sponsors this year include Miller and BMW.

□

WABC(AM) New York is entering its last year of a three-year deal for broadcast rights to **New York Jets** football. As in the past two years, the station, due to a scheduling conflict with its New York Yankees broadcasts (in the last year of a six-year deal), will pay WMCA(AM) to air seven games (two pre- and five regular season contests) which overlap with Yankee games at \$10,000 to \$12,000 per game.

WABC Vice President and General Manager Jim Haviland reports several advertisers returning to the station's 1986 Jets coverage: Blue Cross/Blue Shield, Eastern Airlines, New York and New Jersey GMC and Molson. New sponsors this year include Chrysler and Schaffer. Additionally, Haviland said WABC will air two-hour, pre- and post-game shows "after the conflict season," which is August and September. (Fifteen-minute pre- and post-game programs will air during August and September.)

Fox Broadcasting's WNYW-TV (formerly WNEW-TV) will broadcast one live, two tape delay, preseason games—one fewer than it broadcast last summer. Budd Meehan, vice president-general sales manager WNYW-TV, said the advertising time for this year's preseason contests is "virtually sold out." Among the major sponsors for television: Nissan, Miller, New York Telephone, BMW, Burger King and Toyota.

□

KYw-TV will telecast four **Philadelphia Eagles** preseason games this year, the team's first season with Buddy Ryan as coach. A station spokeswoman said the station's advertising schedule is 100% sold out. Among the advertisers are Pepsi-Cola, Subaru, Miller Beer, Midas Muffler and Amoco. The advertising picture at WIP(AM) seemed equally bright. Michael

Craven, the station's general manager, said it's been a "most positive year" for advertising but declined to name any of the advertisers "for competitive reasons."

□

Hearst broadcast stations WTAE(AM)-WHTX(FM) and WTAE-TV Pittsburgh are all entering the second year of a two year pact to broadcast the **Pittsburgh Steelers** games. The AM radio broadcasts are simulcast on the FM station. The radio stations were more than 95% sold out of Steelers avails at deadline. Sponsors include Herr's Potato Chips, Budweiser and Honda. The stations will repeat their "turn down your sound, turn up your radio" campaign this season and will encourage local restaurants and lounges to participate by offering a free weekly promotional spot for those that do. WTAE-TV will carry three of four preseason Steelers games this season (one is being picked up by ABC). The station has a regional network of eight stations. It was about 75% sold at deadline with major sponsors Pittsburgh National Bank, Pittsburgh Brewing Co., McDonald's and John Eagle supermarket chain. Secondary sponsors are Exxon and Stull Equipment.

□

This is the last year KLLZ(AM) San Diego will be carrying **San Diego Chargers** games, said General Manager Don Walker. It is reported that XETRA-AM-FM Tijuana, Mexico, has signed a five-year contract to broadcast the games. Walker reports that sales have been pretty good with 22 to 24 minutes sold so far. KLLZ begins broadcasting about an hour before the game and continues for about two hours afterward with a wrap-up show, a locker room report and finally, talk-formatted *Charger Talk* closing the coverage. Major sponsors are Anheuser-Busch, Honda, Glendale Federal Savings & Loan, McDonald's, Chevron and Farmers Insurance.

KGTV(TV) will be covering all four preseason games, with three games being sold on a delayed basis (the fourth will be an away game in Los Angeles).

□

KPIX(TV) San Francisco, will carry three live preseason games (nonnetwork) of the **San Francisco 49ers**, as well as a fourth network game. Kennen Williams, the station's general sales manager, said sales for the games are about 40%-50% ahead of last year. Among the advertisers are Pacific Bell, Datsun and McDonald's.

This is the final year of a multi-year radio contract for KCBS(AM) San Francisco, according to Junior Winokur, general sales manager. The radio station will feed four preseason and 16 regular season games to a network of 19 stations in California and Reno, plus a satellite network feeding the games to stations in Hawaii, Montana, Oregon, in other states, and, Youngstown, Ohio, home of 49ers owner Edward DeBartolo. KCBS(AM) hopes to expand the network before the season starts, Winokur said. Sponsors include Chevrolet, Farmers Insurance, Chevron, Sears Savings Bank, Pacific Bell, Pacific Gas & Electric and Payless.

□

Seattle Seahawks coverage on KIRO(AM) will be heard over a 65-station network, including

stations in Washington, Oregon, Alaska, Hawaii, Idaho and Montana, as well as the Canadian provinces of British Columbia and Alberta. According to KIRO sales manager, Joe Carter, advertising time is sold out. Advertisers are Chevron, Nissan, GTE, Rainer Beer, Rainer Bank, Associated Grocers, True Value Hardware, King County Medical, The Bon (department store), McDonald's, Puget Power, Oberto snack foods, Pepsi and Pacific Northwest Bell.

KING-TV is planning to broadcast all four Seahawks preseason games live pending sellouts for the two home games. According to Sturgeis Dorrance, KING-TV general manager, the Seahawks usually sell out their home games. Majors sponsors will be Rainer Beer, GTE, local Toyota dealers and Domino's Pizza.

□

A radio network of about 50 stations will hear **St. Louis Cardinals** football this season originating from KMox(AM) which is in the second year of a rights contracts that runs through the 1991 season, according to Robert Hyland, the station's general manager. This year, co-owned KSTR(FM) will simulcast all games. Sponsors include Amoco, Anheuser-Busch, Ozark Airlines and Farmers Insurance.

KPLR-TV St. Louis will air three Cardinals games, two live, with Anheuser-Busch, Meineke mufflers, Community Federal Savings & Loan and Hardees as sponsors.

□

WSUN(AM) St. Petersburg, Fla., just signed a new rights contract with the **Tampa Bay Buccaneers** that runs through the 1989 season. Shawn Portmann, the station's general manager, reports that sales have been "very strong" with Chevron, Eastern Airlines, McDonald's, the Tampa Bay Volkswagen Dealer Group, Kash 'n Karry (grocery chain) and GTE signed as sponsors.

All four pre-season games will be televised on St. Petersburg, one live and three tape delayed. The live game will also be aired by WCPX-TV Orlando, Fla. According to WROG(TV) general manager, Edward Aiken, no sponsors have been signed yet.

□

Without Joe Theismann and John Riggins, the **Washington Redskins** face a rebuilding year this season. In the radio booth for WMAL(AM), however, the 'Skins will retain the lineup of Hall-of-Famers Sonny Jurgenson and Sam Huff. With Theismann now retired, quarterback Jay Schroeder will continue the pre- and post-game reports he began last year when he took over the quarterback job following Theismann's leg injury.

The radio station will continue its pre- and post-game shows, including one hosted by Redskins coach Joe Gibbs. Gibbs is also heard on Wednesdays evenings.

General sales manager, Tony Renaud, said that despite "a lot of turnover" in the sports marketplace this year, the station was able to replace those advertisers that dropped out. Capital Area Chevy Dealers, Mobil and Budweiser have returned.

WTTG(TV) Washington will continue its preseason coverage with Dick Stockton and Sam Huff. Ed Shay, vice president and general sales manager, said the station is 85% sold. Major sponsors include Budweiser, McDonald's and Mobil.

Bears, Dolphins, Bengals, Rams, Lions, Raiders, Buccaneers, Vikings, Giants, Steelers, Redskins, Cowboys...

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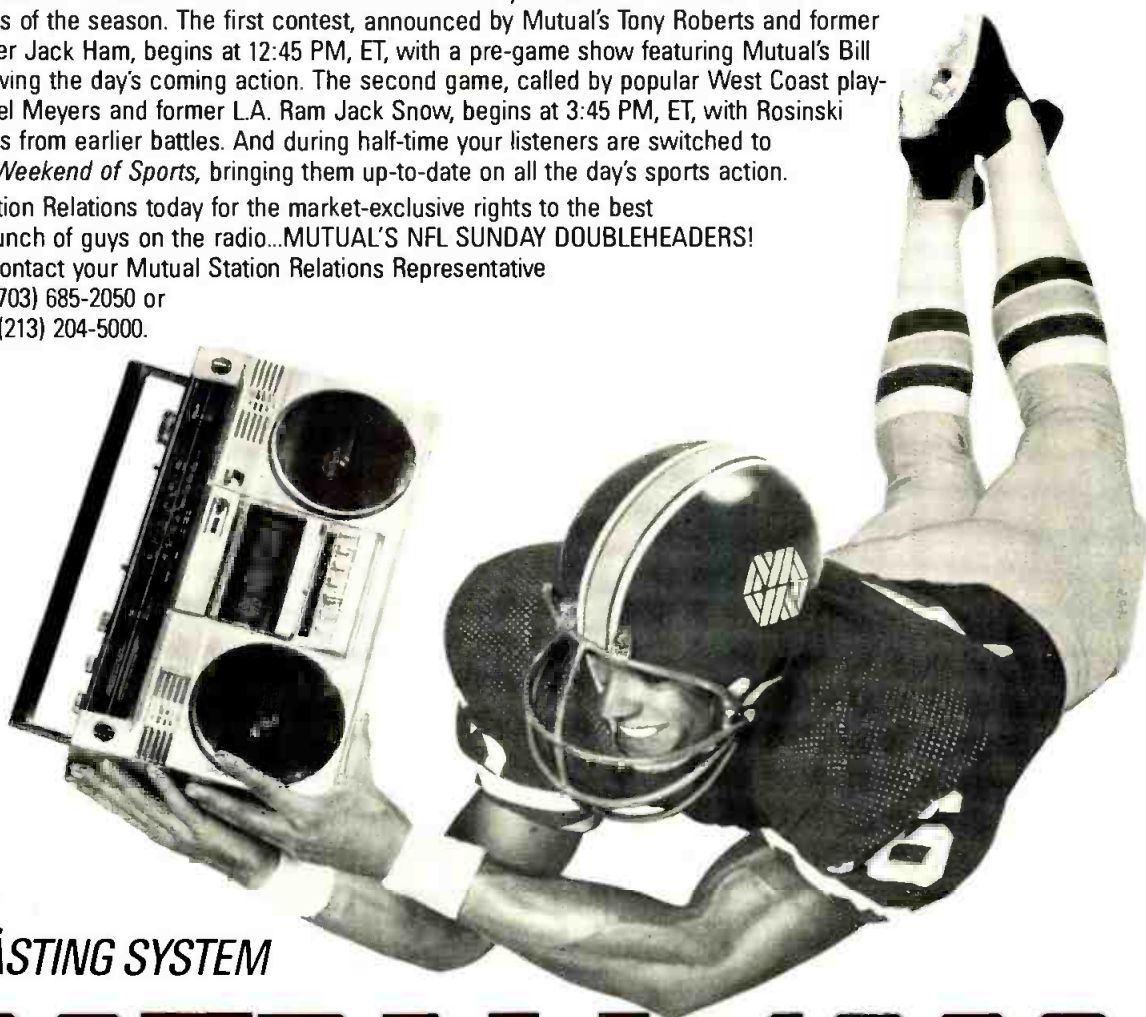
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